

INVITATION TO TENDER TO DESIGN AND BUILD A WEBSITE FOR THE CREATIVE DIVERSITY NETWORK (CDN)

Introduction

The Creative Diversity Network Ltd (CDN) is a UK television industry body, largely paid for by its members: BAFTA, BBC, Channel 4, Channel 5/Viacom, Creative Skillset, PACT, ITN, ITV, Media Trust, S4C, Sky and Turner Broadcasting. It brings together organisations that broadcast or make programmes with organisations that support excellence, skills and development.

CDN's role is to inspire, encourage and support the UK television industry to expand diversity and inclusion. We are creating a new strategy, a key part of which is developing and promoting online resources that will help companies within the TV industry achieve good diversity practice. To do that, we need to build a new website that will host these resources as well as acting as CDN's corporate site. We are collaborating with the Equality and Human Rights Commission (EHRC) to develop aspects of the new site and working with both the EHRC and Ofcom to develop some of the content for it.

Our Objectives for this Invitation to Tender

CDN's existing website no longer supports our business needs. We are therefore inviting experienced and well qualified tenderers to submit bids to design and build a new website for the CDN to support achievement of our strategic goals.

Our key objectives for the new site are:

1. To support our goals of inspiring, encouraging and supporting others to take action on diversity
2. To act both as CDN's corporate site and as a resource hub containing a variety of information and tools that will help organisations in the television industry to achieve good diversity practice
3. To raise the profile of the CDN and expand its reach.

The main features and functionality we are looking for are set out in more detail in a later section of this document.

We are seeking bids to design and build a new site: bidders are not being asked to develop content for the site.

The new site should reflect CDN's existing branding, the guidelines for which are attached for information.

Key Audiences

The main audience for the new site will be the broadcasting industry, in particular CDN members and the TV production community, which is made up of companies of a range of sizes. Other target audiences include: industry stakeholders and campaign groups, press and media with an interest in broadcasting and members of the public with a particular interest in television.

Architecture, Features and Functionality

The site will act as CDN's corporate site, containing information about our organisation and activities together with our e-newsletter, an industry news page, a microsite about one major project (Diamond diversity monitoring) and a diversity resource hub.

The diversity resource hub is central to delivery of CDN's strategic goal of supporting the TV industry to achieve good practice on diversity and inclusion. It is intended to be the 'go to' place for tools, advice, information and guidance. The hub's content will grow over time and will include bespoke content as well as links to content developed by others. The bespoke content is planned to include e-learning, guidance on the law and related tools. We are working with the EHRC, Ofcom and Pact (which represents independent UK TV production companies) to develop the resource hub. Although this contract will be with the CDN, the successful bidder may also need to liaise on occasion with EHRC, Ofcom and Pact staff.

There are a number of features that we want the site to have and proposals should reflect this. The site must:

- Be fully accessible for d/Deaf and disabled audiences.
- Have the capacity to host e-learning modules, short films, blogs, sub-titled and audio-described content.
- Provide management information on e-learning modules e.g. completion rates
- Include a facility for users to book tickets for events and submit data about themselves, including sensitive personal data.
- Enable users to create a login and then submit documents e.g. job applications
- Support secure processing of sensitive personal data e.g. diversity information submitted by applicants for a training programme.
- Have reasonable loading times, so diversity resource hub users have a good customer experience.
- Include search capacity within the diversity resource hub
- Have the capacity to support password protected 'members only' areas

- Be sufficiently flexible in design to allow additional microsites or other features to be added as CDN's work evolves
- Be easy to maintain – CDN is a small organisation and the staff member responsible for maintaining the website has other wider responsibilities.

Design and Style

Without compromising on accessibility, the site should be appropriate in design and style for an organisation in a creative industry. Please bear CDN's branding guidelines in mind when developing your proposal.

Requirements of Bidders

Potential bidders must be able to demonstrate:

1. A clear grasp of the key features of the brief
2. A track record in designing and building websites with similar features to those set out in this document
3. The ability to bring creative ideas and thinking to the project
4. A track record of building sites to high accessibility standards
5. Experience of working successfully with and for small organisations
6. Evidenced ability to deliver to an agreed schedule and budget
7. Some knowledge or experience of working within creative industries
8. An interest in diversity and inclusion (previous experience is not required)

All bids must contain:

- A detailed proposal for how the work will be carried out, including details of any proposed sub-contractors
- Evidence of how the bidder meets the eight criteria above, including relevant experience and qualifications
- Full details of recent clients
- Details of at least 2 referees who are previous clients.
- Names and CVs for staff who will be working on the project.
- Cost/fee.
- A suggested timetable.

Timescales and Budget

The budget for this project is a maximum of £40,000 excluding VAT.

And indicative timescale is set out below.

Call for tenders issued	January 28 2016
Deadline for tenders to be submitted	5pm on February 19 016
Interviews with shortlisted bidders (at CDN's office in London)	Monday February 29 2016
Successful bidder appointed	No later than Friday March 4
Design phase complete: target date	End March 2016
Build phase complete: target date	End May 2016
Testing complete and site live: target date	June 2016

Further Information

Bidders who wish to ask questions about the call for tenders should submit them to officeadmin@creativediversitynetwork.com by no later than February 10. Answers to questions will be posted on the CDN website.

Tenders should be submitted to amanda@creativediversitynetwork.com by no later than 5pm on Friday February 19 2016.